

## Optima Health

### Background

Optima Health, a provider serving nearly 1 million members across Virginia, aimed to expand coverage to Northern Virginia (NOVA) for the first time.

### Objective

#### Build General Awareness

The objective of the Northern Virginia campaign by Optima Health was to introduce a sense of friendship and approachability to the health insurance market. By launching the "Oh, hello" campaign, Optima Health aimed to navigate individuals and families through their wellness journeys while targeting brokers to expand awareness of Optima Health plans in the NOVA area.

### Strategy

Optima Health embarked on a targeted awareness initiative to introduce Optima Health plans to the NOVA area, targeting brokers, including independent agents and small brokerages handling Individual and Group plans, as well as NOVA individuals seeking Individual/Family Plans, sometimes through the VA Health Exchange. Additionally, the campaign aimed at employers, particularly small companies with fewer than 150 employees, emphasizing Small Group Plans. Through a strategic blend of vibrant color schemes, bold fonts, and an inviting tone of voice, the "Oh, hello" campaign successfully distinguished Optima Health in a competitive marketplace, positioning it as "a health plan you can count on" in Northern Virginia.

### Plan Details

Market: Washington, DC

Campaign Posting Dates: 3/1/2023 - 6/19/2023

OOH Formats Used: Bus: Wrapped Buses; Metrorail: Digital Liveboards

Target Demographic: Primary: Brokers; Secondary: Broad Market, Employers

Budget: Budget \$10,000 or larger

### Results

The campaign achieved an impressive estimated 176.8 million impressions, demonstrating its extensive reach and visibility. Despite the absence of specific reach and frequency metrics, the campaign's impact was evident from the substantial outcomes it generated. Over 2,000 total enrollments were generated, indicating strong engagement and conversion among the target audience. Moreover, there was a remarkable 206% increase in onsite users, showcasing a significant uplift in website traffic and user interaction. These outcomes underscored the effectiveness of the campaign in driving both awareness and action among the audience, ultimately contributing to its overall success and effectiveness.

